

Advertising

Beitrag von „Meike.“ vom 8. September 2006 21:51

Viel wichtiger als aktuell ist doch "vielsagend"! Also besonders gut, oder besonders schlecht, besonders pfiffig, mit Schockeffekt, mit um-die-Ecke-denk-Effekt, frauenfeindlich, männerfeindlich, trickreich, platt ... das ist ja schlussendlich, was die Schüler kapieren sollen.

Für aktuelle Werbeanzeigen gehst du einfach auf die jeweilige Firmenseite, da gibt's genug. Oder du klickst die online-Version der SUN, da gibts fast nur adverts. Dafür haben die am Text und am Inhalt gekürzt 😊 ... <http://www.thesun.co.uk/> Oder du kaufst eine englische Tageszeitung, da findet sich auch das eine oder andere. Gibt's doch an jedem Bahnhof.

Hier <http://www.visit4info.com/> gibt's aktuelle adverts in Kategorien: funny, "cool" (isch krisch die Krise - was soll das denn für ne Kategorie sein?) und sogar sexy. "Clever" ist leider nicht dabei. Schade eigentlich. Nun denn. Ist aber eher TY advertising.

Das hier ist evtl auch nützlich für die Analyse: <http://www.teachingonline.org/advertising3.html>

Und das hier gefällt mir:

[Blockierte Grafik: <http://www.giovannibobbio.it/bridge/dws/gif/advt0.jpg>] 😊

Und schließlich evtl auch nicht ganz uninteressant ein Blick aufs advertising von "innen" :

Zitat

The SKINNY on Newspapers

Using the paper is considered gospel by many people in business. Use it wisely and it can be a good tool.

Remember, newspapers are passive, non intrusive media. They tend to reach only buyers who are looking for the product. They are poor at reaching prospects before the need arises.

Think about it, there are few times you have been driven to go to a store to buy a product you never heard of because you saw an ad in the paper. You had to have an earlier impression about the product for the newspaper ad to point you to the location to buy it.

There are 4 ways to use the newspaper for advertising.

1) Display advertising from one column wide by 2 inches high to a full two pages, display ads can be so numerous the news stories have to be cut so both can live on the page.

There is usually no protection. Competing store ads can be next to each other (next time you see the paper look for tire store ads on the same page).

When designing your ad, remember it's all about them. Use a catchy headline and tell them what you will do for the. Forget about your picture or your "Number One in the District Award". Good advertising "feels their pain".

2) Classified advertising The effectiveness of classified ads varies by paper and by who wrote the ad and by what the ad is selling. Many classified sections have turned into giant car dealer pages and huge homes for sale sections complete with four color pictures.

The small, private, "gotta sell my Bow-Flex" ads can be lost in a giant classified section. Many shoppers and Nickle Savers have smaller, and cheaper, classified sections.

Some small business operators find success with a series of small classified ads. Small blurps tend to build "top of mind awareness". A cheap way to keep your name out there.

3) Tabs and special sections Tabs, the cash cow for newspapers, are manufactured events designed to sell ads. Progress Edition. Easter Shopping Special. Dollar Days. You name it, there is a tab every idea.

Typically a tab is the regular paper page turned sideways (landscape) and folded in half.

Tabs get ad-on advertising dollars from existing clients and offer one time only exposure to those who don't normally use the paper (i.e. the giant corporate ads in every Progress Edition). Most papers have so many tabs, they print an advertising calendar.

Understand them for what they are, vehicles to get extra bucks from you. If you want to be in one, rearrange your budget, don't ad to it.

4) Inserts and stuffers Some Sunday papers weight 4 to 5 pounds each, mostly for the weight of stuffers and inserts. Usually reserved for national advertisers and big box stores. They print them and deliver them to the paper and pay a per piece fee to have them stuffed and delivered. For smaller businesses they become cost prohibitive. Better to stick with display ads.

Sunday papers have the biggest circulation, and ad rates are more expensive. Regional and national papers can be expensive, too. Local papers and shoppers are less

expensive, but nonetheless can be a major part of a small business ad budget.

Newspaper advertising is sold by the column inch. Different categories of ads and section placement determine the rate and rates vary throughout the paper. Rates also vary with advertisers, depending on how many column inches they have agreed to buy in a one year period. The more the cheaper.

Plan your advertising well in advance and stick to your budget. Sell to needs, not ego and newspaper can be your buddy.

For more about advertising, get my article "What Does your telephone say about you?"
MailTo:TelephoneSay@BigIdeasGroup.com

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